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PTO/SB/21 (09-04)

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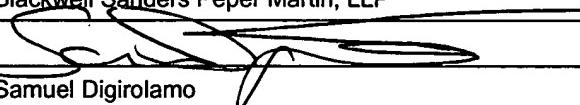
(to be used for all correspondence after initial filing)

		Application Number	10/604,802
		Filing Date	August 18, 2003
		First Named Inventor	Paul L. Flum
		Art Unit	3726
		Examiner Name	Agrawal, Christopher K
Total Number of Pages in This Submission	18	Attorney Docket Number	716139.180

ENCLOSURES (check all that apply)

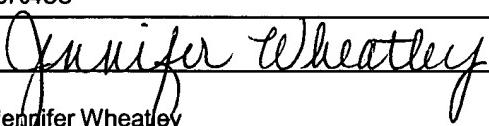
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| <input type="checkbox"/> After Final | <input type="checkbox"/> Petition to Convert to a Provisional Application | <input type="checkbox"/> Proprietary Information |
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| <input type="checkbox"/> Response to Missing Parts/ Incomplete Application | Remarks: | |
| <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | | |

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Blackwell Sanders Peper Martin, LLP		
Signature			
Printed Name	Samuel Digirolamo		
Date	26 Oct 05	Reg. No.	29,915

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PATENT
716139.180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Paul L. Flum : Examiner: Agrawal, Christopher K
Serial No.: 10/604,802 : Group Art Unit: 3726
Filed: August 18, 2003 : Attorney Docket No.: 716139.180
For: METHOD AND APPARATUS FOR :
CHANGING THE APPEARANCE OF A :
PRODUCT DISPLAY UNIT : Customer No.: 027128
Last Office Action: September 12, 2005 : Confirmation No.: 1801

AMENDMENT A

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed September 12, 2005, please amend the above-identified application in accordance with the amendments and remarks as set forth herein.

Amendments to the Claims are reflected in the listing of claims which begin on page 2 of this document.

Remarks/Arguments begin on page 6 of this document.